



New Rexel brand reflects commitment to solutions-based growth

Rexel Holdings USA plans to lead industry in both growth and added value through organic initiatives and synergistic, strategic acquisitions

DALLAS, February 22, 2011 – Rexel, a global leader in the distribution of electrical supplies, today announced a new name in the USA. “Rexel Holdings USA” reflects the business’ evolution into a technology-savvy solutions channel for electrical, datacomm and energy-smart products and services. As Rexel’s operating headquarters in the US, the company actively manages the operations of its customer-facing brands: Rexel, Inc., Gexpro, Gexpro Services, Capitol Light & Supply and Parts Super Center. Rexel Holdings USA had been called IESC (International Electric Supply Corporation).

“Rexel Holdings USA collectively harnesses the resources and best practices that are growing our service- and solutions-based businesses across the US,” said Chris Hartmann, executive vice president and CEO of Rexel Holdings USA. “We are giving our customers proven advantages that go far beyond traditional order-ship-bill business models. Just like new thinking and technologies are creating products that improve how we use and save energy, we are delivering new thinking and technologies to move those products to market more efficiently and effectively than ever before.” Hartmann had been executive vice president and CEO of IESC since joining the company in 2008.

The customer-facing brands focus their resources on specific targeted market segments. So whether a commercial, industrial or residential customer has construction, modernization, maintenance or energy-saving needs, there is an expert, experienced solutions team with the right answers and services. The complementary business models of the commercial brands deliver solutions that address customer needs and improve results across the electrical market. To fulfill its vision for sustainable growth, Rexel Holdings USA continuously seeks to supplement organic initiatives with acquisitions that can increase the value of its energy, communications, construction and supply-chain solutions.

The company is headquartered in Dallas, Texas.

- more -

About Rexel Holdings USA Corp.

Rexel Holdings USA Corp. is the US operating unit of Rexel SA, the largest electrical distributor in the world. Through its commercial brands – Rexel, Inc., Gexpro, Gexpro Services, Capitol Light & Supply and Parts Super Center – Rexel Holdings USA Corp. represents one of the largest electrical distribution companies in the US. The company combines global and local resources to provide innovative electrical, renewable-energy, supply-chain and technology solutions and services to commercial, industrial and residential markets. The operation employs nearly 5,000 people in over 350 locations.

About Rexel SA

Rexel, a global leader in the distribution of electrical supplies, serves three main end markets: industrial, commercial and residential. The company operates in 36 countries, with a network of some 2,200 branches and employs 28,000 people. Rexel’s sales were EUR12 billion in 2010. Its majority shareholders are an investor group led by Clayton, Dubilier & Rice, Eurazeo and BAML Capital Partners.

Rexel is listed on the Eurolist market of Euronext Paris (compartment A, ticker RXL, ISIN code FR0010451203). It is integrated in the following indices: SBF 120, CAC Mid 100, SBF 250, CAC AllShares and FTSE EuroMid. For more information, visit Rexel’s web site at www.rexel.com

Contact:

Harry McBrien
Maier Communications
+ 860-677-4581
harry@maier.com

Karen Warlin
Rexel Holdings USA
+ 630-718-6592
karen.warlin@rexelholdingsusa.com